

DEC 21 2004

PATENT

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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being faxed to 703-872-9306 on the date shown below to Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date:

12-21-04  
Himanshu S. Amin**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): D. Maxwell Chickering, *et al.*

Examiner: Akiba K. Robinson Boyce

Serial No: 09/681,050

Art Unit: 3623

Filing Date: December 8, 2000

Title: DECISION THEORETIC APPROACH TO TARGETED SOLICITATION BY  
MAXIMIZING EXPECTED PROFIT INCREASES

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

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**REPLY TO FINAL OFFICE ACTION DATED OCTOBER 26, 2004**

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Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the following comments.